

Presented by the Branch Brook Park Alliance; Essex County Department of Parks, Recreation, and Cultural Affairs; James W. Treffinger, Essex County Executive; and the Essex County Board of Chosen Freeholders.

Branch Brook Park To Undergo Environmental Study

As part of 26th Annual Cherry Blossom Festival

WHAT: Join business, community, and nonprofit leaders as they celebrate the Park's collection of more than 2,700 Japanese cherry blossom trees at its 26th Annual Cherry Blossom Festival. The Branch Brook Park Alliance will announce the start of a comprehensive landscape assessment of the Park's environmental systems, as well as other ongoing revitalization projects.

WHO: Patricia E. Ryan, co-chair, Branch Brook Park Alliance
Barbara Bell Coleman, co-chair, Branch Brook Park Alliance
Sharpe James, mayor, The City of Newark
James W. Treffinger, county executive, Essex County, New Jersey

WHEN: Wednesday, April 17, 2002 at 11:00 a.m.

WHERE: Branch Brook Park Visitors Center
Branch Brook Park
Newark, New Jersey 07102
(Parking available)

FOR MORE INFORMATION:
Harold Banks
973-802-8974

BACKGROUND:

The Branch Brook Park Alliance, formed in 1999, is a group of individuals and organizations -- including the City of Newark -- that came together to work cooperatively with the Essex County Department of Parks, Recreation and Cultural Affairs to help restore, renew, and assist in the maintenance of the Park for the enjoyment of Essex County residents and visitors from around the world. The Alliance's goal is to raise public awareness and support rehabilitation of Branch Brook Park to ensure that its historic Olmsted Brothers' landscape design endures well into the new millennium. For additional Festival information, please visit www.branchbrookpark.org